

# ConnectEd

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2011 Symposium for the Marketing of Higher Education  
November 6–9, 2011 | Chicago, Illinois

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Brand Strategy



Social Media and Web



Implementation and  
Applications



Marketing Intelligence



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# ConnectEd

Join Education Marketers from all over the world to discuss cutting edge approaches, new tools and technologies and the hottest trends on the forefront of Higher Education Marketing.



**THIS EVENT WILL FOCUS ON WHAT MATTERS MOST TO HIGHER EDUCATION MARKETERS AND WILL COVER KEY LEARNING AREAS INCLUDING:**

USING MOBILE AND SOCIAL MEDIA EFFECTIVELY

NEW METHODS OF MARKETING AND MEASUREMENT

MARKETING COMMUNICATIONS STRATEGY AND EXECUTION

LONG TERM PLANNING AND FUTURE TRENDS IN HIGHER EDUCATION MARKETING

BUILDING STRONG COLLEGE AND UNIVERSITY BRANDS

**2011 SYMPOSIUM FOR THE MARKETING OF HIGHER EDUCATION  
NOVEMBER 6–9 | CHICAGO, IL**

## HIGHLIGHTS

- Industry's largest and most comprehensive event for Higher Education Marketers
- Over 500 attendees in 2010
- Over 40 sessions covering a wide range of relevant topics including: marketing implementation and applications, social media, branding and marketing intelligence
- New in 2011: Cutting edge content in social media, mobile and web strategies, emphasis on developing and applying marketing intelligence, and recent case studies on successful brand strategies

## AUDIENCE

Higher Education Marketers—higher education institution employees, mid-high title range (i.e. VP Marketing, Director of Marketing, Director of Enrollment, Communications Manager, Admissions Manager)


## NETWORKING ACTIVITIES

- Welcome Reception (Sunday Evening)
- Networking Reception (Monday Evening)
- Ice Cream Social (Tuesday Afternoon)
- Exhibit Hall Activities including exciting prizes and give-a-ways
- Roundtable Topic Discussions

**IN 2010, OVER 500 LEADERS IN HIGHER EDUCATION MARKETING JOINED TOGETHER AT THE AMA ANNUAL SYMPOSIUM FOR THE MARKETING OF HIGHER EDUCATION.**

- Learn fresh approaches to traditional methods
- Explore new, cutting-edge techniques
- Build innovative leadership and marketing skills tailored for higher education
- Develop connections and contacts with the industry's best and brightest

## GET CONNECTED ONLINE

 Join the conversation in the Higher Education Marketing Group on AMACONNECT™ | [AMACONNECT.MARKETINGPOWER.COM](http://AMACONNECT.MARKETINGPOWER.COM)

 [WWW.FACEBOOK.COM/AMERICANMARKETING](http://WWW.FACEBOOK.COM/AMERICANMARKETING)

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## KEYNOTES

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### **AUTHENTIC BRANDING: HOW CREATING A SCHOOL BRAND WITH CULTURE AND CURRICULUM JUST MIGHT HELP SAVE US**

**Rich Lyons** | Dean, Haas School of Business, University of California Berkeley

What passes for branding in higher education is often nothing more than a catchy slogan and logo. Branding projects in universities sometimes evoke hostility, indifference, or both—or raise the question of why a good school would need to be so concerned about its image that it would resort to “corporate” measures. But when branding reaches deep to magnify a school’s differentiation and its core essence, the result can be a powerful boost on multiple dimensions—student recruitment, alumni interest, fund raising, media interest, and so on. And it can resonate with key audiences emotionally to align what the school does with their passion to change the world. Dean Rich Lyons has led the Haas School of Business at UC Berkeley in branding the school, based on codifying its distinctive culture, driving that culture through its business processes, and reforming its curriculum to produce a particular type of leader—a path-bending leader. The process is lengthy, difficult, and risks are high. Learn why the rewards of an authentic brand are worth the effort.



### **FROM SKEPTIC TO ADVOCATE**

**Neil Kerwin** | President, American University

American University President Neil Kerwin shares the story of his journey from one-time skeptic to advocate for strategic communications and marketing. This political science professor, former dean and provost acknowledges a natural academic bias toward marketing...until he became President. In less than four years, American University created a new division of communications and marketing, hired its first executive-level officer, doubled its investment in marketing, embraced a brand strategy and launched the American Wonk campaign, which has raised awareness for American’s distinctive position in higher education. So what changed Kerwin’s thinking? What has he learned along the way? Does he harbor doubts? What can his experience tell us about the future of higher education marketing?



### **DO YOU DRIVE THE AGENDA OR GO ALONG FOR THE RIDE?**

**Dr. Mark Putnam** | President, Central College, IA

What does it take to reposition communications as a strategic function, not a reactive one? In his inaugural year at Central College, President Mark Putnam sought to change the view of the marketing and communications team from customer service providers to strategists. He set a good example with his own presidential blog, using it to elevate the level of discourse at Central.

Putnam has a track record for this kind of change management. As senior vice president at Northeastern University (Boston), he worked with the communications team to educate the university about the strategic role of marketing and branding. He comes by this perspective naturally. His career in higher education began as an admission counselor at his alma mater, Nyack College.



### **MAYBE WE’RE CRAZY: DECODING TEEN “LOGIC”, PARENT PARANOIA, AND HIGH ANXIETY FOR BRAND (NEW) INSIGHTS**

**Nancy Berk, Ph.D.** | Author, Humorist, Psychologist, DrNancyBerk.com

Sometimes it takes someone who’s lived on all sides of the fence to open your eyes and give you that “Aha” moment. With the insight of a psychologist, the skills of a professor, the love and exasperation of a mom, and the sarcasm of a comic, Dr. Nancy Berk nails the college search and selection experience from all angles.



### **BUILDING AN EXTRAORDINARY HIGHER ED BRAND**

**Gary I. Singer** | Founding Partner & Chief Executive Officer, Buyology, Inc.

Gary Singer, Founding Partner and CEO of Buyology, Inc., a leading global fact-based consulting firm that leverages non-conscious insights to drive remarkable business building ideas, gives insight into building an extraordinary higher education. Singer will leverage his experience at the University of Chicago Booth School of Business, Carnegie-Mellon’s Tepper School and Northwestern University to provide insights on what it takes for an educational institution to build strong relationships with its most important constituents.

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## SCHEDULE AT A GLANCE

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### **Sunday, November 6**

8:00 am–5:00 pm Pre-Conference Tutorials  
5:00 pm–7:00 pm Welcome Reception

### **Monday, November 7**

7:45 am–8:15 am Breakfast  
8:15 am–9:30 am Keynote, Rich Lyons  
10:15 am–12:00 pm Paper Presentations and Advanced Marketing Sessions  
12:00 pm–1:45 pm Lunch and Keynote, Neil Kerwin  
2:00 pm–3:45 pm Paper Presentations and Advanced Marketing Sessions  
4:15 pm–5:00 pm Roundtable Discussions  
5:00 pm–7:00 pm Networking Reception

### **Tuesday, November 8**

7:45 am–8:15 am Breakfast  
8:15 am–9:30 am Keynote, Dr. Mark Putnam  
10:15 am–12:00 pm Paper Presentations and Advanced Marketing Sessions  
12:00 pm–1:45 pm Lunch and Keynote, Nancy Berk, Ph.D.  
1:45 pm–2:00 pm Higher Education Marketer of the Year Awards  
2:15 pm–4:00 pm Paper Presentations and Advanced Marketing Sessions  
3:45 pm–4:15 pm Ice Cream Social  
4:15 pm–5:00 pm Roundtable Discussions

### **Wednesday, November 9**

7:45 am–8:15 am Breakfast  
8:15 am–9:15 am Keynote, Gary I. Singer  
9:45 am–11:15 am Advanced Marketing Sessions

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**FOR THE FULL CONFERENCE SCHEDULE, PLEASE VISIT US ONLINE AT**

**[WWW.MARKETINGPOWER.COM/HIGHERED](http://WWW.MARKETINGPOWER.COM/HIGHERED)**

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## PRE-CONFERENCE TUTORIALS

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\*Please note that tutorial fees are not included in the regular conference registration rate. For tutorial pricing, please see pg. 13.

### MOBILE MARKETING IN HIGHER EDUCATION: GETTING READY FOR 2012 AND BEYOND

**Bob Johnson** | Partner, Bob Johnson Consulting LLC

Mobile marketing brings challenges and opportunities to higher education when scarce resources limit the ability to add new technologies and techniques to communication plans. This tutorial will help everyone make a stronger case for committing resources to this critical area. We examine the mobile marketing landscape in search of what's most relevant to higher education today, with special attention to student recruitment and brand strength. Review and discuss examples of how universities large and small are adopting and implementing mobile strategies. Examples of the "best of the best" are used throughout.

Areas covered include site design for best task completion, writing right for mobile sites, monitoring web analytics, and integrating with "traditional" and social media websites.

### BASIC MARKETING FOR HIGHER ED

**Tom Hayes** | Professor of Marketing, Xavier University, and Vice President, SimpsonScarborough

This session is a "must" for those new to higher education or new to marketing. It covers the principles of marketing as they apply to colleges and universities in a highly interactive and fast paced format. These principles include marketing research, positioning, and integration of the marketing effort across campus. For almost twenty years, this has been one of the best attended and highest rated tutorial sessions, attendees are sure to come away with applicable insights.

### THE POWER OF DIGITAL STORYTELLING

**Harry Hayward** | Director of Digital Media, University of Washington

Video, in its many forms is becoming a major factor in our collective lives. (80 million hours of video loaded to YouTube every minute, for example). As digital storytelling, it is also being used in a variety of ways to build brand equity with internal and external audiences. Our idea is a two part workshop that a) presents the case for digital storytelling in brand building, with current examples, and b) provides a hands-on workshop in the tools and techniques of good digital storytelling. Outcomes will be a better awareness of the current trends in using video as a brand building tool, and a field guide for teaching others within the organization to make powerful digital stories. I'm currently using the workshop at the UW to train students who will study abroad to make and distribute good quality video about their experiences.

### TAKING YOUR BRAND TO MARKET: A FOOLPROOF PATH TO NET REVENUE SUCCESS

**Robert M. Moore, Ph.D.** | President and Chief Executive Officer, Lipman Hearne

Your institution has a brand—whether you know how it resonates in your target markets or not. This session will take you from the basics of building a brand platform to the intricacies of developing and executing an effective integrated marketing plan. The session will include:

- Branding your institution from the ground up
- Building consensus, understanding, and support
- Drafting an integrated brand marketing plan
- Linking strategies and tactics to institutional goals and expectations
- Measuring ROI

In addition to the "framework" presentation and discussion, case studies will be employed that show how a variety of institutions have developed and deployed successful brand marketing plans.

## THE MARKETER'S DIGITAL INSIGHTS AND ANALYTICS CHEAT SHEET

**Seth Meranda** | User Experience Architect, UNL

In today's quickly-evolving world, online initiatives such as tweets, videos, emails, Facebook posts and our web sites create the potential to quickly transform marketing initiatives. As marketers in this expanding world, we are creating more content than ever before. All of this content leaves a digital trail full of valuable metrics waiting for thorough analysis.

In this session, we'll explore what metrics are available, available tools to record and analyze these metrics and how to decipher the data into actionable insights. It takes a lot to create and sustain content, let's use data to maintain our focus on the efficient initiatives.

### BUILD A BETTER COMMUNITY OF BLOGGERS

**Z. Kelly Queijo** | Founder/President, Smart College Visit, Inc.

**Zachary Rosen** | Admissions Counselor and Coordinator of Social Media & Online Recruitment, University of New Haven

Do you want to build a community of bloggers for your college or university but don't know where to begin, let alone how to maintain and manage such a project? Then, you've come to the right place in this program guide. This tutorial session is designed for everyone interested in developing or managing a coordinated blogging initiative. We'll cover everything from the technical to the transformative including:

- Selecting a blogging platform
- Who should blog for you
- Establishing guidelines for your bloggers
- Setting up your editorial calendar and timeline
- Social media outreach
- The difference between a group of bloggers and a network of bloggers
- SEO, Tags and Headlines—Writing Tips that Work
- Integration with Facebook and Twitter
- Best Blogging Practices

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## ADVANCED MARKETING SESSIONS

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### THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS: GRAPHIC IDENTITY AND SUB-BRANDS

**Hallie Sammartino** | Managing Director, Marketing and Communications, Boston College

**Ed Sirianno** | President/Creative Director, CCA

**Christine Hagg** | Art Director, Boston College

Our mission statements reflect our goals and objectives, but our graphic identities serve as the face of our brands. While many universities present graphic identities that position the "mother ship" well, they are often watered down when schools and units attempt to adapt them or worse, rebel against them. With higher education marketing trending toward centralization, we have the opportunity to work with our schools, colleges, and units to reframe the discussion about "umbrella" brands and sub-brands.

After Boston College centralized its integrated marketing and communications function under the Office of the President, the office was charged with building relationships with six graduate and professional schools and two major divisions, all of which were working with their own individual graphic identity. Each unit wanted to reinforce their affiliation with BC, but they also wanted to differentiate from other schools on campus and their respective competitors. BC's creative team needed to build out the College's graphic identity to reflect the sub-brands and empower these units with tools. This session will take you through the process that was followed to work with campus clients to expand the graphic identity to their areas and get buy-in from key administrators. We'll share the challenges and successes of this 3-year initiative in workshop style for those hoping to undertake a similar effort at their institutions.

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## ADVANCED MARKETING SESSIONS, CONT...

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### MARKETING LEADERS: BORN OR MADE?

**Lou Nagy** | Vice President, The Ward Group

**Julie Ried** | Director, The Ward Group

As a marketer, you are asked to define target audiences, develop a value proposition, create breakthrough campaigns, and deliver results for your school. A finely-honed marketing and communications toolkit is essential but it's only part of your opportunity for success. More often Marketers are being hired to lead their institution into the future. Leadership qualities are what's required and colleges and universities are looking far and wide for individuals with those capabilities.

This session is presented by expert recruiters at The Ward Group, a national, executive-search firm. They have worked with college and universities across the country to fill "chief marketing officer" positions. Attend this session to hear their perspective on the leadership characteristics necessary for your success. Learn from a panel of marketing experts about how you can round out your skills and deliver the impact your school needs and your boss expects from you.

- Are you the leader you want and need to be
- How to influence without direct control
- Make your group the "go to" team
- Inspiration through perspiration (its okay to break a sweat!)
- Find the win-win-win
- Set priorities for today and stretch goals for tomorrow
- Establish accountability and build credibility for marketing

### MAXIMIZING THE POWER OF WEB ANALYTICS

**Bruce Snyder** | Principal, The Westover Group LLC

The website is not only a conduit for most of your marketing efforts today—it's also an incredible tool for measurement and marketing analysis. With web analytics, you can better quantify the impact of your marketing campaigns, improve the effectiveness of your website, segment visitors for micro-marketing efforts and generate valuable marketing intelligence. This session will address web analytics strategies that lead to more effective marketing initiatives and will also incorporate best practices, real-world examples and practical steps for implementation.

### MARKETING ACROSS THE DIGITAL DIVIDE

**Scott Meyer** | Chief Outreach Officer, 9 Clouds

Higher education marketers seeking to reach both potential students and the less connected segment of donors and alumni face the challenge of how to best connect across the digital divide. Learning how to effectively communicate with both audiences is essential for successful marketing and development of colleges and universities. This session will show technologies and marketing techniques that work for both the digitally savvy and late adopters. Using regional insights and case studies, you will learn: marketing strategies for late adopters, how technology is used by different demographics, the essential foundations for any online marketing activity, and the tools you don't have to waste your time using.

### TO THE EDGE AND BACK

#### WHAT TO DO WHEN MARKETING ON YOUR CAMPUS IS BROKEN

**Bill Faust** | Partner & Chief Strategy Officer, Ologie

**Scott Wade** | Executive Director of Development, Houghton College

**Sarah M. Kelly** | Vice President for Enrollment Management, Wittenberg University

When it comes to embracing the marketing function, higher education—even today—has a mixed track record. Colleges and universities seem to want what marketing can bring to the party, but too many stakeholders—from faculty to administration—still don't understand what marketing is and how it works in the educational context. So it's no surprise when marketing loses credibility and momentum on a campus—particularly one that might be facing numerous other challenges like leadership transition, declining enrollment and internal debates about institutional identity. When a school is facing a marketing slump, what do you do?

In this advanced marketing session, three practitioners with hands on experience in working to affect a turnaround will share their stories—the whole truth and nothing but the truth. Some topics that they will cover include:

- Finding common language: Marketing? Brand? Reputation? Identity?
- Marketing ownership: Whose brand is it anyway?
- Market research: Your truth? My truth? Or somewhere in between?
- Marketing Strategy vs. Tactics: Think big or Act fast? Is there a middle ground?
- Managing expectations: A commitment to the long haul.
- Faculty buy-in: Be careful what you wish for?
- Outside agencies: Partner, don't vendor.
- Trustee Involvement: Too much? Too little?

Unlike some other "sanitized" conference presentations, they will tell it like it was, is and should be. They will share the good, the bad and the ugly because that's how we all really benefit. But most of all they will share the valuable lessons that each has learned and how marketing ultimately paid off for their institutions and clients.

### BALANCING LEADERSHIP AND CAMPUS ENGAGEMENT IN BRAND MANAGEMENT

**Tony Proudfoot** | Associate VP for Marketing and Communications, Ball State University

Strong brands are disciplined, focused, and singular—concepts well known and long-held. Attaining such clarity for brands is increasingly challenging. The movement of social media, smart phones, and their apps into the mainstream along with the media's massive evolution in response to their own threats are forcing changes in how brands are defined, managed, and enhanced. The idea of a single person serving as brand champion in the university and managing the articulation of the brand is outdated and ineffective.

It's impossible. The speed of communication is too fast and there are too many opportunities for employees to get off message. The idea of internal and external communications is blurring and increasingly archaic. Integration of marketing and media activities must happen at the staff level—it can no longer be reserved for the strategic level of the marketing operation. Bottom line: not only must the entire marcom staff be able to articulate the brand with clarity, they must be able to help the entire university do so. Much more time must be committed to helping internal audiences—deans, faculty, academic affairs—understand, believe, and articulate the brand values. The brand must be expressed where it is experienced. The publication, advertisement, news release, and pitch—deliverables that have historically defined marcom staff—now represent only part of the portfolio. Staff must be able to articulate the brand with precision and clarity. They must garner faith and confidence across campus. More time must be spent on guidelines, policies, coaching, and resolving confusion and disconnects between the university's identity and the expressed brand. Ball State has repositioned the marcom office for this new reality. We have reorganized the structure, adopted a matrix management approach, clearly defined roles and responsibilities, and pushed more responsibility and accountability out to the entire staff. It is a unique story about building capacity and creating an organization that is prepared to adapt to a world that is changing at a breathtaking pace.

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## PAPER PRESENTATIONS

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### BRAND STRATEGY

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#### HOW TO CREATE A "BRAND AMBASSADOR" THROUGH A FORMAL CERTIFICATE PROGRAM—AN UPDATE ON OUR SUCCESS

**Cecelia Crow** | Brand Marketing Manager, Virginia Tech  
**Beth DeMauro** | Director of Strategic Communications, Rutgers

A Brand Certification Program can keep communicators and other relevant employees in tune with the institution's brand. Learn how Virginia Tech and Rutgers have developed and implemented two different certificate programs and how these programs have cultivated communications success with an expanded program and popularity.

#### MARKETING AS A CHANGE AGENT: EVOLVING A BRAND FROM THE INSIDE OUT

**Dr. Rita Hartung Cheng** | Chancellor, Southern Illinois University Carbondale

Budget pressures. Crowded markets. Shifting student demographics. As higher ed challenges get bigger, responses must be clearer and faster. Hear how Rita Cheng, as chancellor at SIU, is igniting rapid change by harnessing the power of marketing—while telling a compelling brand story via SIU's most comprehensive campaign to date.

#### BE BOLD! TAKING THE RIGHT RISKS IN HIGHER EDUCATION MARKETING

**Holly Moline Simons** | Director of Marketing and Assistant Director of Admissions, University of Oregon  
**Rebecca Sprinson** | Assistant Editor and Admissions Counselor, University of Oregon

Learn how a team of University of Oregon marketers is using its brand, taking risks, and being bold on a budget. You'll hear Oregon's strategies and stories, then dig into the personality of your school. Identify the words, stories, and strategies that can differentiate and inspire you to be bold.

#### MARKETER, POSITION THYSELF!

**Paige Booth** | VP of Marketing and Enrollment Management, St. Edward's University

Despite the growing sophistication of marketing professionals in higher education, marketing is still a new concept on most campuses. This session helps university marketers define their best strategic role in the organization and achieve greater significance and value within the organization.

#### WHY TIMES LIKE THESE CALL FOR GREAT BRANDING

**Lisa Jordan** | Wise Woman, Mindpower Inc.  
**Jami Bower** | Assistant VP for University Communications and Marketing, University of West Georgia

It's nerve-racking to think about spending marketing dollars in this economy. It's tough out there. Now, more than ever, you need to think "differentiation." How? Great branding. We'll help you stay competitive by giving you tips and tools to build a powerful, successful branding and media-based marketing campaign—complete with ROI.

#### DIMENSIONALIZING THE BRAND: THE CAMPUS VISITORS CENTER

**Melissa Richards** | Director of Marketing and Publications, Virginia Tech  
**Deborah Wiltrott** | Senior Director of University Marketing, American University

The first stop on campus for prospective students is typically the visitor center. But not all centers are designed with experiential marketing in mind. American University and Virginia Tech share how they repositioned their centers to immerse audiences with their brands using interactive and emotional experiences that forge personal connections.

#### RTFM. RE-IMAGINING YOUR BRAND MANUAL\*

**Linda Hirsch** | Assistant VP of Communications & Marketing, St. Ambrose University  
**Karen Buck** | Vice President, Zehno Cross Media Communication  
**Ted Stephens III** | Principal, The Numad Group

\*RTFM Read the freaking manual! When trying to build enthusiasm for a redeveloped brand, the last thing you need is a book of rules about all the things people can't do. Take a tour of some institutions that are using brand manuals or brand books as an opportunity for engagement, instead of enforcement, and learn how the pieces came together.

#### MARKETING YOUR PRICE

**Kathy Kurz** | Vice President, Scannell & Kurz Inc.  
**Frank Mussano** | Dean of Administrative Services, York College of Pennsylvania  
**Janice Supplee** | VP for Enrollment Management and Marketing, Cedarville University

Price and scholarship availability are among the first things families want to know about an institution, and they want to find the information easily. In this session two institutions that have taken different approaches to pricing and discounting will share their marketing strategies and recent enrollment results.



### SOCIAL MEDIA AND WEB

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#### INTEGRATING MOBILE MARKETING AND SOCIAL MEDIA INTO UNIVERSITY RECRUITMENT MARKETING

**Joel Morrow** | Managing Partner, Mobile Fusion  
**Nicole O'Connell** | Director of Enrollment Marketing, Loyola University Chicago

Leveraging a student life cycle model, this paper will examine how to integrate mobile marketing and social media into University marketing plans to recruit and enroll students. Loyola University Chicago will share what worked vs. what didn't. Online & offline channels will be featured, including social media, mobile marketing & email marketing.

#### A TOWN MEETING ON SOCIAL MEDIA: FINDING THE HEART OF THE MATTER AMID ALL THE CHATTER

**Sarah Madey** | Director of Marketing, Maguire Associates  
**Amy Hook** | Assistant VP of Marketing and Communications, Boston University  
**Sheila Hura** | Director of Marketing, Turning Technologies  
**Tara Scholder** | Senior Vice President, Maguire Associates

As social media matures, isn't it time to separate the "wheat" of strategic uses from the "chaff" of everything else? At this highly interactive forum, attendees will use state-of-the-art technology and serve as a "studio audience" to develop specific steps for organizing strategic conversations about social media.

#### CONTENT STRATEGY FOR MULTI-CHANNEL MARKETING TO PROSPECTIVE STUDENTS

**Michael Stoner** | President, mStoner  
**Susan Evans** | Senior Strategist, mStoner

There's no shortage of ideas for marketing to prospective students. Implementing them is the challenge. This session focuses on developing a content strategy for multi-channel communications with prospects, including how to measure results. The focus will be on admissions marketing for purposes of research and case studies.

#### SOCIAL MEDIA THAT MATTERS: HOW TO DEVELOP, NURTURE AND LEVERAGE YOUR SOCIAL MEDIA CHANNELS FOR MAXIMUM MARKETING IMPACT

**Melissa Whetzel** | Director of Media Relations and Video Services, College of Charleston  
**Michael Haskins** | Executive VP for Marketing and Communications, College of Charleston

Discover how you can go from 0 to 60 in implementing and sustaining a strategic social media program that attracts and engages target audiences, creates buzz among participants, enhances your brand, and achieves your institution's marketing objectives—all for just a few hundred dollars!



## SOCIAL MEDIA AND WEB, CONT...

### MAKING MEANINGFUL CONNECTIONS—THE POWER OF PRIVATE SOCIAL NETWORKS

**Bonny Georgia Griffith** | Associate Director for Recruitment Marketing, Ithaca College

Ithaca College has maintained a private social network for admitted students for several years. This year we boldly opened IC Peers to our applicants, and this social experiment was a resounding success. This session will focus on the how's and why's, the lessons we've learned, the marketing value of our IC Peers community, and our future plans.

### MANAGING THE CONVERGENCE OF WEB CONTENT, SOCIAL MEDIA AND MOBILE DEVICES

**Mark Greenfield** | Director, Office of Web Services, University at Buffalo  
**Lance Merker** | President and CEO, OmniUpdate

According to the 2011 E-Expectation report, the web expectations of prospective students and their parents are changing. To reach them, colleges and universities must now have a central management point for all online content—web, social networks, and mobile devices. Come learn more about this new research and how to manage content channels!

### HOOK 'EM HORNS: BUILDING A LEADERSHIP BRAND THROUGH SOCIAL MEDIA AND DIGITAL PR

**Chris Hardwick** | VP of Communication Strategies, Carnegie Communications  
**Paul Walker** | Special Assistant to the President, The University of Texas at Austin

Harnessing social and digital media in a Web 3.0 environment to brand a high-profile, national university.

### THE SCIENCE OF HIGHER ED FACEBOOK PAGES

**Allison Maloney** | Associate Director of e-Communications, Siena College  
**Brad Ward** | CEO, Blue Fuego

In 2010, Siena College's Facebook page experienced fan growth of 302% and became the most engaging Facebook page in the nation for their size. Learn about the content and campaign that fueled their growth, and get a glimpse at industry-wide research of Pages in Higher Ed.



## IMPLEMENTATION AND APPLICATIONS

### FROM ADMISSIONS TO ADVANCEMENT: TRANSFORMING A CAMPUS THROUGH LIFECYCLE MARKETING

**Rob Zinkan** | Vice Chancellor for External Affairs, Indiana University East  
**John Oak Dalton** | Director of Communications and Marketing, Indiana University East

This session will explore lifecycle marketing as the core advantage of an integrated advancement model. When Indiana University East changed its mission to become a bachelor's and master's institution, it created an integrated advancement model to rebrand the campus and bring this new mission to life—at all stages of the lifecycle.

### UNDERGRADUATE ADMISSIONS: FROM RESEARCH TO A REVAMPED COMMUNICATIONS STREAM

**Pamela Sarian** | Director of Account Management, Boston University  
**Amy Hook** | Assistant VP of Strategic Communications, Boston University  
**Amy Schottenfels** | Creative Director for Print & Design, Boston University

When you do research right you don't just get insight into the minds of your audience—in our case high school juniors, seniors, parents and college counselors—you get messaging points. Thoughts that change minds from preconceived beliefs to new more realistic facts. This is the result, the research top line, and the creative output.

### SOCIAL MEDIA, TELEPHONE, MAIL, EMAIL, TEXT...HOW DO I KNOW WHICH ONES TO USE?!

**Ryan Munce** | Vice President, National Research Center for College & University Admissions  
**Andrew Flagel** | Associate VP for Enrollment Development & Dean of Admissions, George Mason University

Learn the truth behind the new complexities of communication with prospective students, the difference between active and passive media, and how to classify and implement social media and other new technologies. Presenters will blend analysis from current research with examples of communication pieces to provide a comprehensive picture.

### MARKETING WITH HONORS—HOW A MULTI-CHANNEL CAMPAIGN TRANSFORMED THE DIRECT MARKETING STRATEGY

**Kristy Burton** | Associate Director for Enrollment Management, Miami University of Ohio  
**Toni Schottenhammer** | Market Development Manager, Xerox

Highly competitive, Higher Education recruitment is becoming more innovative, relevant and interactive. Challenged to attract top-performing students, Miami University's Honors Program put their marketing to the test. Learn how a 1:1 Marketing campaign surpassed all expectations, transforming their marketing strategy, and how you can do the same.

### MARKETING TO A NEW GENERATION—IT'S ALL ABOUT THE RELATIONSHIP

**Jamie Hardin** | Director of Customer Relations, WayBetter Marketing  
**James Raby** | Director of Enrollment Marketing, Office of Enrollment, American University

Relationship and 1:1 marketing is one of the hottest trends in higher education search and enrollment. Customizing the text, images and format to fit the personal preferences of potential students increases the response rates and provides precise data that a marketer may then utilize to target messaging all while remaining within existing budgets.

### CHALLENGING CONVENTIONS: SUCCESSFULLY INTEGRATING PRINT AND DIGITAL MARKETING

**Ellen Ryder** | Director of Public Affairs, College of the Holy Cross  
**Ann McDermott** | Director of Admissions, College of the Holy Cross  
**Anne Callahan** | Partner, Kor Group  
**MB Jarosik** | Partner, Kor Group

How research into the perceptions, attitudes, and behaviors of high school students (and their parents) not only shed new light on the characteristics of the applicant pool at the College of the Holy Cross, but also helped build a creative team; successfully integrated print and digital communications; and improved internal processes.

### LAUNCHING YOUR BRAND WITH MICROSITES AND FLASHMOBS

**Liz Kennedy Walsh** | Associate Vice President, Villanova University

After months and months of research and focus groups and presentations, it was time to launch our new brand. At Villanova we knew we needed to embrace the power of one of our best resources, the President, to ignite change on our campus. Come learn how we used video messages, special events and yes, even a flashmob to energize and excite our internal community (including alums!).

### THINKING INSIDE-OUT: SUCCESSFUL MARKETING ALWAYS STARTS WITH AN AMAZING INTERNAL LAUNCH

**Eric Sickler** | Associate VP of Client Services, Stamats

An often-overlooked, yet powerfully fundamental principal of smart marketing is this: jump-start the success of any promotional effort by launching it internally before sharing it with the external world. It makes perfect sense, doesn't it? Give your stakeholders the privilege of participating in the development and launch of new marketing efforts, and they'll likely reward you by serving as energized ambassadors for the cause...exponentially extending the reach of your marketing team's work without tapping into your precious marketing budget! In this session, we'll: 1) share some stories about successful (and failed) campus engagement efforts in the name of securing broad buy-in; 2) explore the anatomy and advantages of engaging cross-campus populations in ideation and creative concepting; and 3) showcase some of the best examples of internal marketing campaign launches we've seen in recent years. You'll be inspired to re-think the future of your institution's marketing planning to include as much focus on internal audiences as you've traditionally afforded the external ones.



## MEASURE WHAT MATTERS: DEMYSTIFYING THE MARKETING DASHBOARD

**Teri Thompson** | Vice President for Marketing and Media, Purdue University  
**Kinnari Sejjal** | Senior Marketing Consultant, Purdue University

How to measure and what to measure: that is the question! Marketing is all about results, and having the data to prove results is critical to meeting goals, to securing funding, to driving marketing momentum. This session will provide an inside look at Purdue's dashboard—how it was developed, how it is used, and what key performance indicators matter to us. The discussion will also focus on what internal sources can feed one's dashboard and how to complement them with external data sources.

## USING COMPETITIVE INTELLIGENCE TO UNDERSTAND THE PROSPECTIVE STUDENT'S VIEW OF YOUR INSTITUTION

**Elizabeth Dolinski** | President, Luminosity Marketing  
**Susan Warner** | Director of Publications and Advertising, New York Institute of Technology

How-to session demonstrating a systematic process for studying your market by capturing competitive activity and using the data to map a prospective student's view of the market. Follow a case study by NYIT showing how they leveraged insights from the process to make strategic marketing decisions for their Vancouver campus.

## CLICHÉ BUSTERS. NO RISK, NO REWARD: INSIGHTS FROM THE UNIVERSITY OF DAYTON

**Sundar Kumarasamy** | VP of Enrollment Management, UDayton  
**Lindsay Hendler** | Account Supervisor, 160over90  
**Jim Walls** | Executive Creative Director, 160over90

Three and Tree. Billboard Chinos. Tombstone Headline. Learn to avoid these and other marketing clichés through insights and real life examples from the University of Dayton.

## POSITIONING AN ACADEMIC COLLEGE: PERCEPTIONS VERSUS REALITY

**Sara Simcox** | Assistant Director for Research and Planning, Penn State

This session focuses on using internal expertise to arrive at data-driven marketing strategies for academic colleges, showing how one university conducts market research to guide the marketing for the University at-large and academic colleges that support the University's brand.

## THE NEW MAJORITY IN HIGHER EDUCATION: ADULT STUDENTS TAKE THE LEAD

**Carol Aslanian** | Senior VP of Market Research and Advisory Services, EducationDynamics

How much of your marketing budget and efforts get directed to undergraduate and graduate students typically over the age of 25? Not enough, right? Where do 50 percent plus of all students in higher education go to get what they want, where, when and how....and what would bring them to your campus? With the rise of more and more competitors seeking to attract the adult learner with online, hybrid-blended, low-residence programs and other innovative practices, what can you do to regain, or better yet, advance your share of the adult student market pool? If you can't answer these market-driven questions, come listen to the answers.

## ARE YOU HIGHLIGHTING THE RIGHT BENEFITS IN YOUR STUDENT MARKETING?

**John Geraci** | President, Crux Research Inc.  
**David Mammano** | Founder and CEO, NextStepU  
**Gerard J. Rooney** | Senior VP of Enrollment Management & Planning, St. John Fisher College

This session discusses results of two NextStepU polls—one conducted with prospective students and a parallel poll conducted with college marketing professionals. This session will highlight areas where admissions professionals overstate or understate the importance of decision criteria used by students.

## KNOWING WHAT WE ARE: DEFINING THE DEPAUL BRAND

**Deborah Maue** | Associate VP for University Marketing, DePaul University

In this session, I will share the process that DePaul University recently used to refine our brand, starting with in-depth research, moving to strategy sessions, and ending with a plan to integrate the brand work into the university's strategic planning process and development of a marketing plan to reach key audiences.

## 10 MYTHS ABOUT YOUTH MARKETING THAT ARE HOLDING BACK YOUR BRAND

**Bill Carter** | Partner, Fuse

10 Myths about Youth Marketing that are Holding Back Your Brand: From the so-called death of print advertising to the propagation of text messaging, brands that follow media reports and common "knowledge" are missing out on opportunities to reach teens and young adults and hurting their brand.

## REGISTRATION & HOTEL INFORMATION

### REGISTRATION FEES

**Before October 6**  
AMA Member Price: \$625  
Non-Member Price: \$890

**After October 6**  
above prices go up by \$100

### HOTEL INFORMATION

**Chicago Marriott Downtown Magnificent Mile**  
540 North Michigan Avenue  
(Driveway Entrance on 541 North Rush Street)  
Chicago, IL 60611

Phone: 1-312-836-0100  
Fax: 1-312-836-6139  
Reservations: 1-800-228-9290

[www.chicagomarriottdowntown.com](http://www.chicagomarriottdowntown.com)

### OPTIONAL TUTORIAL PRICING

**Before October 6**  
Member: \$275  
Non-Member: \$300

**After October 6**  
above prices go up by \$25

### ROOM RATES

\$205.00 Single/Double occupancy per night  
\$20.00 Additional Person  
*(plus applicable state & local taxes, currently 15.4%)*

Rates are available three days prior and post of the meeting dates, based on availability.

Please reserve your overnight accommodations early as there are a limited number of AMA special rates available.

To make your hotel reservation online, please visit: [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=3101335](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3101335)

**The reservation cut-off date is Friday, October 7, 2011.**



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